

# Redline

MAGAZINE



redlinecompany.com

n° 28 - 2025



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**Redline**  
company.com



# CO5

TOUCH  
OF PINK



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LET ME CHECK MY  
CRYSTAL BALL



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# EDITOR'S LETTER

Welcome to Redline's 28th online magazine.

Winter may have arrived on the Costa del Sol, but Redline Company's team are feeling decidedly in the pink...literally!

This year, Redline Company celebrated 21 years as the Costa del Sol's favourite full-service marketing agency. During 'Pink October' the team headed out for lunch at the suitably pink Rosa's Café in Puerto Banús and we supported the Mareo Rosa Breast Cancer Awareness charity by joining the fundraising run on the 16th November (page 6).

In this issue, we explain why data is behind every decision and highlight the importance of split testing in "Testing, Testing and More Testing!" if you want to achieve the best results (page 20).

We also present three client case studies. The first is The Deck, a new business centre in Benahavís featuring a co-working space, offices, a shop, and a restaurant, which required branding, website design and development, and much more (page 31). Secondly, Burger Bar Marbella, an established

restaurant with several locations, required assistance with social media, including professional food photography and video production. Finally, we introduce DUO Sport Kitchen, a new venture by a long-standing Redline client, who required help refining the brand, producing professional photography, and creating a website that captures the essence of the venue (page 39).

We also meet our current interns from Germany, Hungary and the Netherlands, who have seamlessly become part of the Redline Company family, bringing fresh ideas and energy to the office.

Last but not least, don't forget that the Christmas holidays are just around the corner. If you would like to discuss a new marketing initiative to kick-start the New Year with a bang, now is the perfect time to get in touch!

Call us today on 952 816 678.

Enjoy the read!

*Lise Lyster*







## **REDLINE COMPANY** CELEBRATES 21 YEARS

Estepona, November 2025. Redline Company is proud to celebrate 21 years of excellence, innovation and teamwork, that have made it the Costa del Sol's favourite marketing agency. Known for its professionalism and dedication throughout the year, the company's female team members took the afternoon off to mark the occasion — in true girly style.







# REDLINE COMPANY CELEBRATES ITS 21ST BIRTHDAY WITH A TOUCH OF PINK

## Swapping deadlines for desserts

For this special milestone, the Redline team swapped their spreadsheets for cake sprinkles and deadlines for desserts, and enjoyed a well-deserved break in the charming Rosas Café, in Puerto Banús. The celebration was a fun nod to femininity and friendship, a moment to appreciate the people who provide the creativity, precision and heart to Redline every day. However, there was also a more serious note to the event.

## Pink October Breast Cancer Prevention

Redline's all-female team wanted to link the celebration with Pink October. This way, the company joins people all around the world who have adopted the colour of pink throughout this month to raise awareness of breast cancer, and the importance of prevention and regular screening for early detection.

## Marea Rosa Breast Cancer Awareness

As per tradition, on each birthday the company chooses a charity to support as way of giving back to the community. This year, Redline is supporting the Marea Rosa breast cancer awareness charity, and the team proudly wore the charity's pink T-shirts as they took part in a charity walk on Sunday, 16th November.

Line Lyster, Director and Founder of Redline Company, explains; "Professionalism is at the core of everything we do. For our 21st birthday, we wanted to celebrate not just our success, but the incredible women who make Redline what it is, with a day that's unapologetically pink, fun and full of gratitude. It is also important to us to give back by supporting charities that are close to our hearts."

After the walk, the Redline team were raring to get back to business on the Monday morning, recharged, inspired and raring to go!



















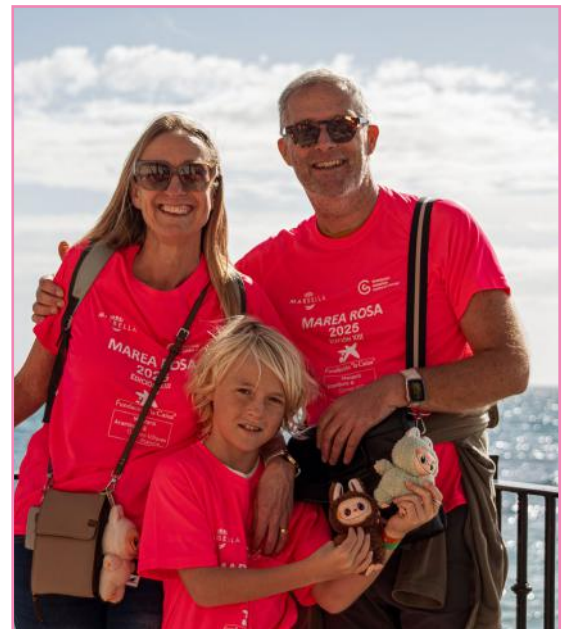
# TRUE GIRLY STYLE.





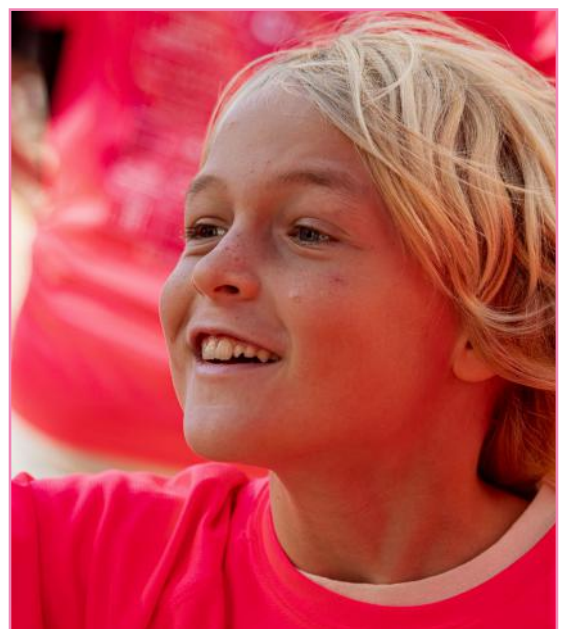






# THE MAREA ROSA BREAST CANCER AWARENESS















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**LET ME CHECK MY  
CRYSTAL BALL...**









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You may think marketing is a fun, fluffy activity that anyone can do. At Redline we know that this is not strictly true; yes, we need to be creative and have the ability to think outside of the box, but it's equally important to understand data driven processes and the role of analysis. Data is behind every decision, as it is the only way to get the best results from a campaign.

So, unless you have a crystal ball, in order to know what will work best, we need to test each campaign to collect the necessary data. Split testing is the simplest way to identify what works the best for your audience.

### **WHAT IS SPLIT TESTING?**

The name is a give-away, it is a method of splitting and testing elements of a marketing campaign by running and comparing two versions simultaneously. The aim is to see which version performs better with your audience, by creating a 'control' and a 'modified' version (let's call them A and B). Version A would be shown to one group and version B to the other, and the results measured against pre-decided metrics, for example, this could be the click through rate or the conversion rate.

### **WHAT ARE THE BENEFITS OF SPLIT TESTING?**

Split testing is great for digital marketing, you could test individual elements on a webpage to see the impact on the functionality and user behaviour. It is particularly effective for optimising landing pages, as the smallest change can make a dramatic difference to the conversion rates. Similarly, with email marketing campaigns, split testing can help to improve engagement, this could be as little as changing the subject or the layout.

#### **Increase conversion rates**

A small change, such as the colour, text or position of a call-to-action button can make a dramatic difference, you will only know by split testing.

#### **More relevant content**

If you know what your audience likes, you can create more of the good stuff and less of what they don't like.

#### **Improve user experience and increase engagement**

If you know which version is more popular, you can do more of the same to improve their user experience and satisfaction.

#### **Cost savings**

Minimise risk by making changes that aren't data driven, allowing for effective and efficient resource allocation.

**IF WE DID HAVE  
THAT CRYSTAL  
BALL... WE WOULD  
SEE THAT YOUR  
FUTURE HOLDS,  
TESTING, TESTING  
AND MORE  
TESTING!**



# TESTING, TESTING AND MORE TESTING!

## How to split test

The premise is simple but there are eight rules that should be followed in order to get the data you need to make informed decisions.

### 01

#### **Choose your goal**

To test and measure effectively, you need a clear goal. This could be increasing click through rate or open rates for an email.

### 02

#### **Choose your variable**

To establish which tweak works, you need to only implement one variable at a time, for example the colour of the call-to-action button or the position or the size, but not all three together.

### 03

#### **Create your assets**

You need two versions of the same asset; one is the original 'control' and the other the variable featuring the specific change you are testing.

### 04

#### **Split the audience**

Split your audience into two equal groups (randomly) to make sure they are similar; send one group the control and the other the variable version.

### 05

#### **Observations**

Choose your split testing tool such as Google Optimize to help run your analysis.

### 06

#### **Simultaneous campaigns**

Run both versions of the campaign simultaneously until you have enough data.

### 07

#### **Analysis**

Analyse the results to see which version the audience preferred.

### 08

#### **Data driven decisions**

Implement any necessary changes and apply insights to future campaigns.



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# CASE STUDY

## BURGER BAR MARBELLA

### ABOUT BURGER BAR MARBELLA

This established Marbella client needed Redline's help with social media management to raise brand awareness of the various restaurants and the range of high-quality burgers available. Redline's digital marketing team created a social media strategy and content, including a range of different style posts, captions, original pictures taken by Redline's professional food photographer and videos..







## OUR ACTIONS

- Graphic design: images and reels
- Social media management
- Copywriting – content creation
- Professional food photography





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# CASE STUDY

## THE DECK

### ABOUT THE DECK

The Deck is a new start-up company comprising a newly developed business centre, offering co-working spaces and office, a shop and restaurant. Redline's first task was the creation of the company's brand and carrying it through all of the design elements and marketing materials.

Redline's graphic designers created business cards, signs, flags and vinyl using the approved logo. Social media marketing activity including setting up, styling and creating original content for two accounts: one dedicated to co-working and the other for the entire business centre. A smart new website, including UI and UX design was created, including keyword rich copy from Redline's copywriter. Photography services and PR are also part of the ongoing marketing strategy.



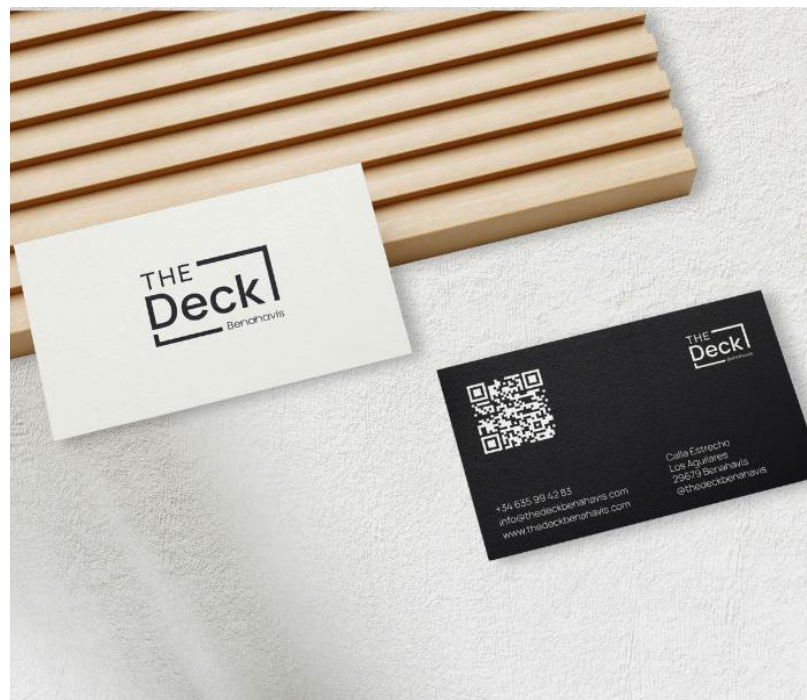
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THE  
Deck



# THE Deck

Benahavís



## OUR ACTIONS

- Website design and development
- Signage: signs, flags, vinyl
- Content marketing: keyword rich text, Press releases
- Graphic design: Brand creation, logo, flags, business cards, signs
- Social media marketing: Set up, styling, content creation and scheduling
- PR
- Photography
- Project management





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MEET OUR

# NEWBIES



MEET OUR NEW INTERNS WHO BRINGS FRESH  
ENERGY AND NEW IDEAS TO THE TEAM.



**H**i, my name is Carlijn, I am 20 years old and from the Netherlands. I have always loved being creative, and after a gap year where I learned a lot about myself and discovered what truly inspires me, I decided to follow my passion and study Graphic Design.

When I got the chance to do an internship abroad, I did not hesitate. I have now been living in Marbella for two months, working as a graphic designer at Redline Company on the Costa del Sol. Working at Redline has been a great experience, I am learning a lot, trying new things and developing my skills every day.

Marbella already feels like the right place for me. The people, the sunny weather and the Spanish culture make it a wonderful place to live. It was a bit of an adjustment at first, but you quickly meet new people, make friends and create memories you will never forget.

But be prepared: once you are here, you do not want to leave.

*marbella  
already feels  
like the right  
place for me*







for me that place  
turned out to be  
marbella

**T**here is a saying that when you feel deeply drawn to a place, it's because something there is calling you. For me, that place turned out to be Marbella.

I was born in a small town in Hungary and have always been driven by an interest in business, which led me to study International Business at ELTE University in Budapest. When the opportunity came to do my internship abroad, I knew I wanted to grow both personally and professionally and that's how I found my way to Redline Company.

Working here has given me the chance to dive into marketing, sales and project management while being part of a creative, international team. Outside the office, the Andalusian charm, the sunshine, and the warmth of the people have made every day unforgettable. I've made great friends and collected memories that I know will stay with me for a long time.

Marbella didn't just become the place where I'm doing my internship. It became a place that feels like a second home.



**T**ravel has shaped my life from a young age, inspiring me to pursue a degree in International Management with a focus on Marketing. Curious to experience the industry firsthand, I joined Redline Company for an internship. I learned so much about the marketing world and what it's like to work in a creative agency. As a student from Germany, I really enjoyed being part of an international team and taking on a variety of tasks, even managing some projects independently.

Living on the Costa del Sol has been another highlight. The vibrant culture, the Mediterranean lifestyle, and the natural beauty of the region made my time here even more memorable. It's a beautiful place to call home, even if only for a while. I have learned so much, met some amazing people, and collected memories I will never forget.

*it is a  
beautiful  
place to call  
home, even  
if only for a  
while*





# CASE STUDY

## DÚO: SPORT KITCHEN

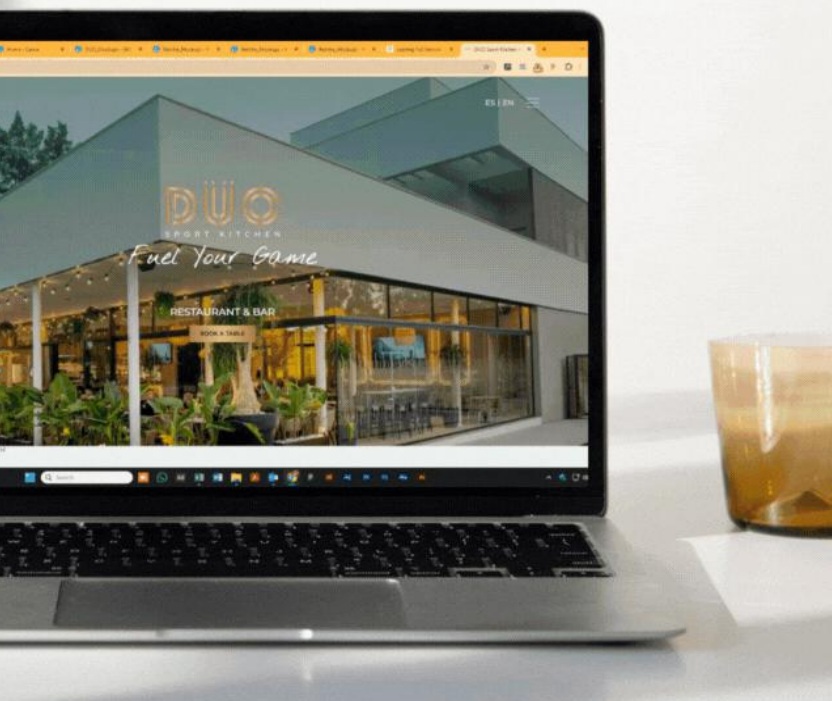
### ABOUT DÚO

This long-standing client asked Redline for assistance with preparing a new website for their third restaurant. Redline's in-house website design and development team created a modern, attractive website that is easy to navigate and shows the restaurant to its best advantage. The client already had a logo, however Redline's graphic designers refined the branding before it was implemented across the different marketing channels.

Copywriting services were also required to provide the web content, including basic SEO. Additional ad-hoc tasks include website maintenance and graphic design tasks including redesigning menus and signage for the group.







## OUR ACTIONS

- Website design & development
- Graphic design: website design, new menus
- Logo – finesse the branding
- Website content
- Photography
- SEO
- Project management

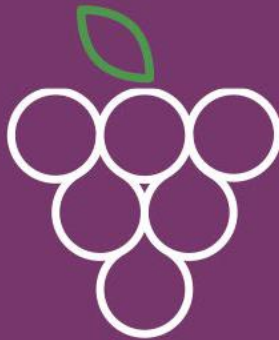


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